
Absent: Apryl Betts, Erin Brothers, Bruce Drummond, Matt Edwards, Rick Klatt, Trisha Kreman, John Laverty, Sherri Marine, Twila Martin, Angela Roemeran, Raymond Small, Carolyn Tappan, Rebecca Tritten, Brenda Van De, Linda Varvel, and Lynne Westphal.

Administrative Liaisons: Sue Buckley, Vice President for Human Resources; and Kevin Ward, Assistant Vice President for Human Resources Administration

Guests: Stuart Stutzman, Josey Bathke, Joni Troester

Welcome, Roll Call, and Minutes
Meeting called to order.

February minutes will be voted on electronically.

LiveWELL Annual Report: Joni Troester - Director of Organizational Effectiveness/Health and Productivity
The LiveWELL annual report for 2014 is now available. 6 areas are being looked at to create value for UI: organizational support, participation, satisfaction, health improvement, productivity and performance, and financial outcomes.

Organizational support: LiveWell is aligned with the strategic plan, there is executive leadership support, there are wellness ambassadors as grass roots champions, wellness grants support programs at the unit level, and physical environment supports health and well-being. In 2014, 84% agreed that their supervisor does support health and wellness in their unit.

Participation: 73% completed the personal health assessment in 2014. Engaging people to take the personal health assessment is the gateway to the rest of the resources available to employees on campus. Once the assessment is taken, there are health and wellness modules that can be accessed. 738 participated in Health Coach Services, and over 2600 used the on-campus wellness facilities last year.

Satisfaction: 98% of those surveyed said the Health Couch Service was high quality. Over 95% reported improvements in health and greater satisfaction with working at UI. There was a 65% completion rate of the Health Coach Service survey in 2014.

Health Improvement: Self-reported weight, good nutrition, regular exercise, managed stress, non-smoking status, and good sleep are all tracked. There have been gains made in all categories except regular exercise and healthy weight, which had a slight decrease over the previous year.
Productivity and Performance: As people move out of areas of high-risk, there is cost savings/cost avoidance for the entire institution due to employees being more productive and using less sick time.

Financial Outcome: Participants of the LiveWELL initiative had lower adjusted annual claim costs of $307.50 and participants experienced a 7% lower health care trend from 2010-2013. Overall, annual return on investment for the liveWELL program is 2.37. This is the third consecutive year of zero-percent health insurance premium increases. There isn’t 1-1 causation, but these programs support it.

Emerging Opportunities: The University of Iowa has a higher-reported score of well-being compared to that of the rest of the United States. Offering wellness opportunities leads to employee engagement, talent management, student success, and community initiatives.

New Resources: on-site coaching for resilience, healthy weight, and activities and fitness are offered on-site. Resilience workshops are available via skill-building workshops, scheduling specific workshops, and via additional services including individual and group health coaching.

The SHUTI Sleep Program is an 8-week online program for free. Contact Faculty and Staff Services to determine if you’re eligible for the program.

The Swimming & Diving NCAA Championships will be at the CRWC. During March 23-28, the CRWC will be unavailable to all members. There are 4 other facilities on campus that will be available, with extended hours to accommodate members.

**UI Student Recruitment: Dr. Brent Gage - Associate VP for Enrollment Management**

Enrollment Management and recruiting is a changing game, as students are consuming information differently than before. The demographics are also changing. The new context is “why is this college the right place for me?” which changes the way that UI will need to do its business.

There are 8 things that enrollment management is doing to increase our efforts to recruit students.

1. Create a seamless processes:
   a. Evaluate and assess business processes
      i. What is the student experience?
   b. Identify obstacles students face and find ways to remove them
   c. Build a communication stream that always includes a call to action
      i. Make our messages important
   d. Create relationships through staffing patterns that make interactions more personalized and less institutional.

2. Every staff member is the University of Iowa
   a. What we understand vs what prospective students and parents understand
      i. College, department, office, unit, etc.
   b. The Hawkeye Shuffle
      i. Sending students to different departments for answers/help
   c. How we treat students during the recruitment process should be the best version of ourselves
   d. How can we help students see themselves at Iowa?
   e. What is our optimal customer service?

3. Building and sharing a comprehensive communication plan
   a. Create a map of all communications and correspondence during an admission cycle
      i. Make this information available, so staff are aware what is being communicated, when it is being communicated, and who is receiving the communication
b. Giving staff context for calls or questions they may receive from a prospective student or parent

c. Tracking sources of confusion
   i. Treating the cause rather than the symptom

4. Become a learning organization
   a. Using data to drive decision making
      i. Measure everything to find out what is working
      ii. Stop doing things that have no impact or goals or intended outcomes
   b. Create greater personalization in our approach
      i. Market Segmentation
      ii. Variable Media
      iii. Record every interaction to inform future communication
   c. Evolve to meet the changing needs of the populations we are seeking to reach

5. Create a new service model
   a. Former model of service
      i. specialist
      ii. generalist
      iii. self-service
      iv. automation
   b. Evolving model of service
      i. automation
      ii. self-service
      iii. generalist
      iv. specialist

6. Internal marketing at the University of Iowa
   a. Actively tell our story and share our plan
      i. What, how, and why are doing what we are doing, and how can members or the UI community involved
   b. Create opportunities for referral
      i. Friends, neighbors, family, etc.
   c. All Iowa faculty and staff can help spread the come to Iowa message
   d. Volunteer
      i. Large scale programs and events - we need help!

7. Connect with the people of Iowa
   a. Herkey created a children's book that centers upon the importance of reading
      i. Offer to visit any elementary school in the state that would like to have Herky come and have his book read
      ii. All students could sign-up to be part of “Herky’s Reading Squad” and receive quarterly newsletters and a birthday card from Herky
   b. Attend summer festivals, parades, and community events in Iowa to support local celebrations
      i. Information on Iowa, Continuing Education, and Service Opportunities could be shared.
      ii. Fun events such as a picture booth with Herky and participate in the parade with giveaways
   c. Hold a Hawkeye Visit Day program in the Quad Cities, Des Moines, or Council Bluffs
      i. Bring the University of Iowa to their community

8. Be nice.
   a. What can you do to make campus visitors feel welcome?
   b. How can we create an environment that makes parents and students feel comfortable?
   c. How can you be the reason a student chooses Iowa?
The 2 factors are used for the recruiting matrix: indicated on the ACT: degree attainment and if the students are looking at a public or private institution. Messaging is channeled differently depending on the response.

**IT Tier Efficiency Update: Steve Fleagle - Chief Information Officer and Director of Information Technology Services**

There were 4 recommendations developed by Deloitte that the board approved in November:

- **IT-01** - centralize commodity and infrastructure services on campus
- **IT-02** - restructure ITS to accommodate new environment
- **IT-03** - consolidate applications across campus and between universities
- **IT-04** - implement virtual desktops, etc.

The proposed plan responds to the 4 themes: reduce IT expenses, collaborate across university, have one IT organization at each university, and the need to make a strong commitment to get quick results.

On campus, IT security and compliance is still important. There is a budget shortfall and we need to invest in tech for innovation and to advance university initiatives: teaching, research, faculty recruiting and retention, enrollment growth, and access to data/information.

**November**: Board of Regents accepted recommendations, issued RFP for implementation services for the recommendations, and invited proposals for self-implantation from the university.

**December**: The universities prepared proposals for self-implementation, and the Board of Regents received RFP responses from consultants.

**January**: The Board of Regents evaluated proposals and the Board accepted individual proposals, they also retained Chazey partners.

**February**: As-is workshops with Chazey and a 1-day retreat with IT staff from UI, ISU, and UNI happened.

Chazey: Scope of engagement is to review and validate our proposal. Total engagement is 12 weeks (started 2/1/15) and focus is on end user support at UI.

There have been weekly Chief Information Officer council calls with UNI and ISU, as well as Mark Braun.

Joint meeting on 2/18 for initial discussions: data center/servers, end user support, IT procurement, HPC, research support and informatics, Enterprise systems, application portfolio, business intelligence, and tech support. The various groups have written short reports to be presented soon.

**Overall**: the goal is to provide the best solution for the University of Iowa given the constraints of the TIER project and the challenges of compliance and budget. In addition, other goals are to provide the same or better IT services at lower costs, avoid a one-size-fits all approach to IT, set reasonable expectations for savings, schedules, and investments, as well as garner broad support from campus.

UI implementation plans: based on proposal, 16 areas of opportunity were identified: data centers/servers, networking, ID management, website hosting, end user support, app portfolio management, business intelligence, IT governance, tech support for spaces, small HPC cluster administration, central file service, implement VOIP, Office 365, reduce printing enterprises, IT procurement, HR
Next steps:
- Steering committee kickoff on 3/12
- Complete assignments for leadership and teams for 16 areas
- Sequence projects
- Have teams develop detailed project plans based on project descriptions
- Form advisory groups
- Coordinate campus plan with Chazey engagement
- Coordinate IT with HR, finance, procurement, and academic efforts
- Coordinate with ISU and UNI

OneIT@uiowa.edu is the website with the descriptions of the 16 projects, as well as more detail for the IT community and for people across campus.

There were roughly 22 IT-classified personnel requests for early retirement, and a few others tied to IT processes across campus.

Staff Council Elections Presentation: Laurie Hafner Dahms - Chair of Staff Council Elections Committee
Staff Council nominations started today.
Job-function nominations will be held March 11-April 1
Job function-election/voting will be April 6-April 17
Org representative election/voting will vary by org.
Staff Council Officers and Executive Committee: nominations will be taken at the April meeting, with elections during the May meeting. Nominations will be accepted up until the time of the vote in May.

Nomination categories: 16 are represented this year.
There are 5 orgs who need new reps.

There was a mass-email that went out today with the Qualtrics survey for nominations. Reminders will be sent out on March 18th & 25th.
Elections: A mass email will be sent on April 6. Reminders will be sent to those who have not, yet, voted.
Flyers: Available from Marsha
Other communications: Noon News, Iowa Now, Daily Iowan, The Loop, Iowa Top News Digest

Two $50 gift certificates to area restaurants were donated by the IC Downtown District as voting prizes. Staff must vote to be eligible to win. Prizes will be randomly selected at the end of the voting period.

Executive Officers/At Large Committee Speak About Their Positions
VP/President Elect: 3-year commitment (VP, President, Past-President), it’s time-consuming during your year as president (have a conversation with your supervisor/boss before you decide to run for this role). It tends to be organizational at the start due to putting committees and orientations together, followed by being busy in the fall with meetings, including group gatherings with students & families, alumni, and with all levels of the administration (Board of Regents to constituents). There is quarter-time relief to your department while you are President.
During the year as Vice-President, there is a lot of shadowing the President to learn how to effectively manage time (committee work, helping president, etc.). This role meets with a lot of people, and has conversations with all levels of administration. It’s a time commitment, as well. Again, be sure to have conversations with your supervisors/bosses before deciding to run for VP/President elect.
Budget Officer: 2-year commitment. 1-2 hour time commitment; receive requests for budgeted money via Qualtrics, bridge gap between the accounts and the requesting departments.
Secretary: This role is time-consuming during the meetings, as you’re taking notes throughout the entire 2-hour time block. You also attend and take minutes during the meetings with the President and Provost. There is work outside of the meetings to prepare the minutes and ensure they are finalized in the packet and on the website. You also sit on the Mary Jo Small Awards Committee, the Faculty Staff Budget Committee, and attend events throughout the year with the President, Vice-President/President-elect and Budget Officer.

At-large: This is a great opportunity to meet with the President/Provost, with less work than the officer positions. Each at-large position has a different focus each year based on needs/skillsets. This is a great role if you’re thinking about being on the Executive Committee to get a feel for the other roles on the board.

**Human Resources Update: Sue Buckley, VP for Human Resources**

Friday is the cutoff for the early retirement program. There are 1400 employees eligible. 362 asked to be considered for the program. The current breakdown includes: 147 P&S, 167 Merit, and 48 faculty. Requests are being evaluated now.

The Board of Regents meeting was earlier today. The comprehensive HR report was passed without comment. The results of collective bargaining were also approved.

Next Board of Regents meeting: April 22/23 in Council Bluffs.

**Announcements**

Sue Buckley is retiring on June 30th. Kevin will be taking the interim role of Vice President for Human Resources.

Staff Council awards are coming via email on April 1st.

Meeting adjourned.